



NEWS RELEASE

DALLAS COWBOYS TEAM WITH FRISCO INDEPENDENT SCHOOL DISTRICT AND CITY OF FRISCO TO BREAK GROUND ON MULTI-USE EVENT CENTER AND NEW HOME OF THE COWBOYS WORLD CORPORATE HEADQUARTERS

(Frisco, TX – August 22, 2014) Ground was officially broken today on the site that will be the new World Headquarters of the Dallas Cowboys and Frisco's Multi-Use Special Event Center in 2016. The City of Frisco and the Frisco Independent School District, in partnership with the Cowboys, celebrated the event this morning. The team is expected to make the move north to Frisco in 2016.

A multi-use special events and sports facility, to be developed on a footprint of approximately 20 acres, and the Dallas Cowboys World Headquarters, on a footprint of approximately five acres, will be the centerpieces of additional property that has been designated for mixed use development. In total, the project will consist of 91 acres located at the northwest corner of Warren Parkway and the Dallas North Tollway.

"We are very excited to put the first shovels in the ground and see this project move ahead," said Cowboys owner and general manager Jerry Jones. "This is a wonderful partnership, and we are collectively committed to a vision that will help build this community from an economic perspective as well as through the development of the school district and its students. We know first-hand how world class facilities can elevate and benefit all of the parties involved."

In addition to becoming the home to the NFL team's entire football operation, including administrative offices, coaches offices and the Dallas Cowboys Cheerleaders, the complex will include a multipurpose, 12,000 seat, indoor events center and two outdoor fields that will provide facilities for use by the Cowboys, City of Frisco, Frisco ISD football and soccer games and other sports, athletic, academic, fine arts and entertainment events.

"A year after announcing our incredible partnership with the Dallas Cowboys, the FISD, as well as Frisco's Economic and Community Development Corporations, we're breaking ground and building upon a synergy of enterprising vision and community spirit," said Mayor Maher Maso. "Since the day it was announced, this project has created a buzz that's drawing new business here. A growing business community translates into a thriving city which benefits us all and helps keep our taxes low. But equally important is the source of pride our residents, students and visitors will share when they gather here for sports, entertainment and special events. We couldn't be more excited for a 2016 grand opening!"

Dana Baird
Director of Communications/Media Relations
City of Frisco
972.292.5080 (o) 972.897.1766 (c)
DBaird@FriscoTexas.gov

Darcy Schroer
Director of Marketing
Frisco Economic Development Corporation
972.292.5155 (o) 214.326.4275 (c)
dschroer@FriscoEDC.com

Rich Dalrymple
Vice President Public Relations/Communications
972.497.4953 (o)
rdalrymple@dallascowboys.net

Shana Wortham
Frisco ISD Communications and Community Relations
469.633.6060 (O)
worthams@friscoisd.org

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“It’s great to see us move from planning to site preparation and construction. It’s very exciting.” Dr. Jeremy Lyon, Frisco ISD Superintendent of Schools, said. “The spirit of our partnership with the city and the Cowboys continues to gain momentum as we envision more and more opportunities for students to participate in programs and activities at the facility. The Cowboy organization, beginning with Mr. Jones, has consistently supported enhancing opportunities for student programming as we put the pieces of the project together. Our excitement is not just about the incredible performance experience that will be afforded to students, but the unique learning opportunities as well.”

The mixed use development will be built on approximately 66 acres remaining of the 91-acre tract. It will include additional office buildings, lifestyle, retail and restaurant space, and hotel components that Dallas based Lincoln Property Company will handle the leasing of as the project moves forward. Gensler has been selected as the architect and interior designer for the Cowboys World Headquarters and the adjoining multi-use event center. Manhattan Construction will serve as the primary builder charged with the construction of the Cowboys World Headquarters and the multi-use event center, while Dallas based O’Brien Architects has been designated as the designer for the master plan of the mixed-use development that will surround the Cowboys World Headquarters and the multi-use event center.

